



**SOUTH DAKOTA
LOTTERY**®

VIDEO LOTTERY **NEWS & UPDATES**

FROM THE COMPUTER ROOM

HOLIDAY HOURS

The Video Lottery Computer Room will be **open on Friday, Nov. 11, from 9 a.m. – 11 a.m.** in observance of the **Veteran's Day** holiday and will be open regular business hours the following week.



NEWS YOU CAN USE TO OPERATE BETTER

OPERATORS: LOG BOOKS REQUIRED TO BE MAINTAINED

Please check your locations and remind your staff that log books must be maintained every time a machine is opened. If you are out of log books please call the Lottery office and request some. In accordance with administrative rule **48:02:10:07**, there must be a log book in every machine. **Maintenance log forms are required.** A written maintenance log shall be kept in each video lottery machine located within the main cabinet access area. Every person, including lottery personnel, who gains entry into any internal space of a video lottery machine must sign the log, indicate the time and date of entry, indicate the mechanical meter readings, and list the areas inspected or repaired. The maintenance log forms must be obtained through the lottery and retained by operators for a period of three years from the date of the last entry. The maintenance logs must be available for inspection by the lottery upon request.

UPDATE YOUR EMAIL ADDRESSES

Please be sure that your email address is up-to-date. We have had several bounce backs when sending out this e-newsletter and have recently discovered that some email providers are marking the newsletter as SPAM and have blocked us from sending email. If you or someone you know has not been receiving the Video Lottery e-newsletter, contact Jennifer Baker at Jennifer.baker@state.sd.us with an updated email address or try adding us to your contact list.

MAILING ADDRESS CHANGE

The Lottery is in the process of eliminating its PO Box, so we're asking that you start using our physical address when sending items through the mail. The correct address to use going forward is **South Dakota Lottery, 711 East Wells Avenue, Pierre, SD 57501.**

COMMISSION MEETING

Friday, Dec. 2

OPERATORS & TECHNICIANS

Be sure your paperwork for [board changes](#) and [movements](#) includes an Audit ticket and can be e-mailed to VideoLottery@state.sd.us.

CURRENTLY OPERATING

The following licensed manufacturers have approved hardware and software in the market.

- Grand Vision Gaming
- IGT
- Scientific Games International
- IGT Canada Solutions, ULC (formerly GTech Canada ULC-Spielo)
- MTD Gaming, Inc.

VLC, Fortunet/Summit, Harms Vending, and Techlink Entertainment also have equipment in the field.

Licensed distributors include:

- Fortunet
- Grand Vision Gaming
- Harms Vending
- IGT
- Scientific Games International
- IGT Canada Solutions, ULC (formerly GTech Canada ULC-Spielo)



LINGLE NAMED TO LOTTERY INDUSTRY HALL OF FAME

South Dakota Lottery executive director Norm Lingle is one of the newest members of the Public Gaming Research Institute (PGRI) Lottery Industry Hall of Fame. The Lottery Industry Hall of Fame was founded in 2005 as a means of honoring those who promote

excellence and integrity in the lottery industry. Lingle was one of six inductees for 2016. He's served as head of the South Dakota Lottery since 2005 and is active within the Multi State Lottery Association (MUSL) having served as MUSL President and Chair of the Powerball, Hot Lotto and Wild Card 2 game groups. He's currently the Chair of the MUSL Security and Integrity Committee. Induction ceremonies were held Oct. 4, 2016 at the North American Association of State and Provincial Lotteries Annual Conference in Atlanta, GA.

ORDERING PHONE LINES FOR ESTABLISHMENTS

To allow video lottery operators the freedom and efficiency in managing video lottery polling lines at establishments, the South Dakota Lottery is proposing to eliminate its involvement in this process. The Lottery has been involved in the ordering of phone lines on behalf of operators since the start of video lottery. Over the years, however, it has become cumbersome for both parties involved with acquiring and maintaining these phone lines. At the September 15, 2016 Lottery Commission meeting it was proposed that responsibility of the phone lines be transferred solely to video lottery operators. A plan and procedures needed to accomplish the transfer of responsibility will be developed and presented to the Commission at the December 2016 meeting. The Commission will be asked for a vote on whether to proceed with implementation of the plan. If approved, the transfer of phone line responsibility will begin January 1, 2017 and be completed by April 1, 2017. As the Lottery works through this project, information will be posted in this bi-weekly e-newsletter, through e-mails, and via mailings. Any questions and concerns can be directed to either Julie Pirnat-Schultz or Robyn Seibel at the Lottery at 605-773-5770, Julie.Pirnat-Schultz@state.sd.us or Robyn.Seibel@state.sd.us.

VIDEO LOTTERY MARKETING

HOW TRASH TALKING HURTS, NOT HELPS, YOUR BUSINESS

The 2016 presidential campaign is already being called the most negative campaign in political history. Between political ads, debates and news coverage, voters are constantly hearing from one candidate what's wrong with the other candidate. But does running down your competition really make people like you more? Apparently, no.

A Washington Post/ABC News survey shows the mudslinging in this year's presidential campaign isn't helping either candidate; 57% of people surveyed viewed both candidates unfavorably because of it. Likewise, talking trash about other businesses - "They never have any big winners over there." "The service in that place stinks." "Don't they ever wipe down those machines? I wouldn't touch 'em!" - won't necessarily make customers want to come to your casino instead.

REPORT ALTERED CASHOUT TICKETS

Please remain vigilant and report any instances of altered cashout tickets to local authorities as well as to [Robyn Seibel](#) at the Lottery.

QUICK LINKS

lottery.sd.gov

[Video Lottery](#)

[Retailer/License Info](#)

[Where Does the Money Go?](#)

Marketing experts say the best way to impress customers is not to tell them what the other guy is doing wrong but to let them know what you're doing right. Talk up recent big winners, frequently advertise casino specials and events, and always, always, provide good customer service. It takes 12 positive customer experiences to make up for one negative experience and there's no guarantee the player will give you those 12 chances. So make a good first impression, keep the talk about your business positive, and let the trash take itself out.

OTHER INFORMATION

STATS FROM THE FIELD

As of Oct. 15, 2016, 1,055 MCD's have been installed and 2,982 line game machines are in operation statewide.

Newsletter Archives

For past newsletter issues, email Jennifer Baker at jennifer.baker@state.sd.us

Stay Connected



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